ARTICLE ROUND UP

JANUARY 2012

SPOTLIGHT: 2012 U.S. PRESIDENTIAL ELECTION

1. "Campaign Coverage in the Time of Twitter"
Jodi Enda. **American Journalism Review**, Fall 2011, 7 pages.

How has technology transformed reporting on presidential politics? The author, a senior contributing writer, discusses the impact of social online networks such as Twitter on political journalism, focusing on the coverage of the 2012 U.S. presidential election campaign.

2. "One Year To Go: President Barack Obama's Uphill Battle for Reelection in 2012"
William A. Galston. **Brookings Institution**, November 7, 2011. 23 pages.

The author, the Ezra K. Zilkha Chair in Governance Studies at Brookings Institution, analyzes the 2012 U.S. presidential election and President Obama's political challenges.

GLOBAL ISSUES, ENVIRONMENT AND TECHNOLOGY

3. "Urban Growth and Decline: The Role of Population Density at the City Core"
Kyle Fee and Daniel Hartley, **Economic Commentary**, December 2011, 7 pages.

In recent decades, some cities have seen their urban centers lose population density, as residents spread farther out to suburbs and exurbs. Others have kept populous downtowns even as their environs have grown. Population density in general has economic advantages, so one might wonder whether a loss of density, which may be a symptom of negative economic shocks, could amplify those shocks. We look at four decades of census data and show that growing cities have maintained dense urban centers, while shrinking cities have not. There are reasons to think that loss of population density at the core of the city could be particularly damaging to productivity.

4. "The Desalination Debate – Lessons Learned Thus Far"
Alon Tal*. **Environment**, September/October 2011, 15 pages.

The author, a Harvard environmental scholar, discusses the sustainability of seawater desalination, desalination technology, the impact of desalination on agriculture, and the history of desalination efforts and legislation.

5. "The City Solution"
Robert Kunzig, **National Geographic**, December 2011, 23 pages.

The author examines urban planning, with a focus on the advantages of building a city vertically to accommodate the planet's expanding human population.

6. "How Changes in Age Structure can Impact Policy Making"
E. Hazel Denton. **The SAIS Review of International Affairs**, Summer-Fall 2011, 20 pages.

The author, a professorial lecturer in the International Development Program, School of Advanced International Studies, The Johns Hopkins University, analyzes the evolution of the current variation in global population age structures and highlights the policy relevance of the changing and contrasting.

EDUCATION

7. "Blending Face-to-Face and Online Learning"
Jonathan Schorr and Deborah McGriff. **Education Digest**, January 2012, 8 pages.

The authors discuss "hybrid schools" that combine face-to-face education with online instruction, focusing on how technology will integrate with, and change, the structure of schools.

8. "Guiding Principles for Supporting New Literacies in Your Classroom"
Karchmer-Klein, Rachel,Shinas, Valerie Harlow, Reading Teacher, January 2012, 7 pages.

In this article, the authors propose four principles to guide teachers' thinking as they use technology to support teaching and literacy learning in 21st century classrooms. Specifically, teachers must be aware of emerging technologies, recognize the complexities of new literacies, realize tech-savvy students may not be skilled readers and writers of web-based texts, and develop assessments to evaluate 21st century skills. Keeping these principles in mind will help teachers prepare students to become effective readers and writers of digital texts.

9. "Classroom Management For Achieving Readers"
Kathleen Roskos and Susan B. Neuman, **Reading Teacher,** January 2012, 6 pages.

The Effective Reading Teacher is a new department that addresses matters related to implementing and maintaining a successful classroom environment.

10. "Conversations with Leaders: Principles of Effective Writing Instruction"
Zumbrunn, Sharon,Krause, Keegan, **Reading Teacher,** January 2012, 9 pages.

Findings from research demonstrate that student writing proficiency and classroom writing instruction is a national concern (Applebee & Langer, 2006, 2009; Graham, Harris, Fink-Chorzempa, & MacArthur, 2003; Persky, Daane, & Jin, 2003). This qualitative study explored principles of effective writing instruction through the perspectives of leading authorities in the field of writing. Five major themes of effective writing instruction emerged: (1) Effective writing instructors realize the impact of their own writing beliefs, experiences, and practices; (2) Effective writing instruction encourages student motivation and engagement; (3) Effective writing instruction begins with clear and deliberate.

11. "Taking on multitasking"
Jerome L. Rekart**, Phi Delta Kappan,** January 2012, 5 pages.

The article discusses the ways in which students in the U.S. media multitask while doing school work and offers solutions to deter these work habits. The author comments on the neuroscience of multitasking in terms of the brain's division of attention and activity, resulting in poorer performance and long-term learning. Topics include the suggestion of frequent quizzing to improve learning, the importance of limiting competing stimuli in the classroom environment, and the strategy of including novel instruction to re-engage students throughout the lesson in 10 to 12 minute increments.

12. "Teaching to What Students Have in Common"
Daniel Willingham and David Daniel**, Educational Leadership**, Oct. 2011, Vol. 69, Issue 2, 6 Pages.

The article highlights a challenge for educators: How to think about individuality among students and choices for practice.

13. "The Perils and Promises of Discovery Learning"
Robert J. Marzano**, Educational Leadership,** Sep. 2011, Vol. 69, Issue 1, 2 pages**.**

In this article the author discusses the use of discovery learning methods as opposed to direct instruction in education. He addresses the popularity of the discovery learning method among many educators, pointing out that the superiority of the method is not proven. Information is presented on the dangers of unassisted discovery learning, which the author says can prevent students from learning content in depth, and the positive aspects of enhanced discovery learning, in which teachers make sure students have adequate knowledge to learn the content. The author argues that when teachers must decide whether to use one method or the other, he or she should choose direct instruction. The use of scaffolding in discovery learning is also addressed.

14. "The Education and Skills gap – A Global Crises"
Dave Comelius, T**echniques: Connecting Education & Careers,** Apr 2011, Vol. 86, 6 pages**.**

The article reports on the global crisis on the gap between the concept of education and skills. According to the article, the root of the problem stems from the fact that institutions had mistakenly interpret rigor as adding more difficult coursework rather than demanding mastering of existing content to all levels. It also states the perception of leaders from 50 nations during the Bahrain 2010 Global Education Conference.

15. "Teach to the Test?"
Richard P. Phelps. **Wilson Quarterly**, Autumn 2011, 5 pages.

The author discusses the role of standardized tests on the quality of education in the United States, focusing on teachers' test preparation and the security-level of the tests in response to an increase of cheating.

INFORMATION LITERACY AND SOCIAL MEDIA

16. "Google+ vs. Facebook"
Danielle Monroe, EContent, December 2011, 3 pages.

The article discusses online social networks, looking at the social networking websites Facebook and Google+. The article examines changes to Facebook including the introduction of a timeline which records user activity and verbs which allow users to interact with brands beyond liking them. Digital advertising experts David Catalano, Nick Fuller, and Christian Borges discuss reactions to these changes, the social networking site MySpace, and the development of Google+.

17. "If It's on the Internet, It Must Be True"
Anne P. Mintz. **Searcher**, November 2011, 6 pages.

The author, a professional researcher, discusses the spreading of misinformation on the Internet and the important of evaluating the information to avoid being victimized by online criminals.

LIBRARY TRENDS

18. "Be an Agent of Change"
David Scott, **Econtent**, January 2012, 1 page.

The article discusses technological innovations and resistance to change in industry, providing advice on how readers can be agents of change and promote technology, especially social media. The author argues that since corporate culture is often influenced by the founder or chief executive officer (CEO) of a company it is important to convince them of the importance of social media, online video, and social networking sites such as Google+.

19. "In Practice - Providing the Tools"
Meredith Farkas**, American Libraries,** January 2012, 1 page.

In this article, the author discusses how we can fill a valuable niche that is consistent with our historic commitment to bridging gaps in technology access.

20. "New Higher Education Standards Released"
American Libraries, Jan/Feb2012, Vol. 43 Issue 1/2, 2 pages.

The article reports that a revision to the document "Standards for Libraries in Higher Education" (SLHE) has been approved by the American Library Association's (ALA) Association of College and Research Libraries (ACRL).

LEADERSHIP AND BUSINESS

21. "How Much Inequality Is Necessary for Growth?"
Fuad Hasanov and Oded Izraeli, **Harvard Business Review**, Jan. 2012

The article presents three techniques, developed from the author's research, which can help coworkers collaborate and interact more effectively. The techniques, which are based on creating trust that allows team members to speak candidly, are dividing meetings into smaller groups, naming a candor advocate, and teaching how to give and receive feedback with a positive attitude.

22. "Runaway Capitalism"
Christopher Meyer and Julia Kirby, **Harvard Business Review**, Jan. 2012, 11 pages.

Capitalism remains the most powerful, flexible, and robust system for driving broad-based prosperity and enhancing quality of life. But keeping capitalism on track will depend on our ability to rethink the priorities that guide everyone in the system, from entrepreneurs to regulators to investors. In particular we will need to throttle back the headlong pursuits of competition and ROE, and that process begins with recognizing them for what they are: runaways. The runaway, a concept from evolutionary biology, is explained best by the peacock's tail. That feature grew ever more flamboyant across the centuries thanks to a simple fact: Peahens showed preference for large-tailed mates.

23. "The Future of Shopping"
Darrell Rigby, **Harvard Business Review**, Dec. 2011, Vol. 89, Issue 12, 11 pages.

When the dot-com bubble burst 10 years ago, the ensuing collapse wiped out half of all online retailers. Today, ecommerce is well established and much digital retailing is now highly profitable. As it evolves, digital retailing is quickly morphing into something so different that it requires a new name: omnichannel retailing. The name reflects the fact that retailers will be able to interact with customers through countless channels-websites, physical stores, kiosks, direct mail and

catalogs, call centers, social media, mobile devices, gaming consoles, televisions, networked appliances, home services, and more. If traditional retailers hope to survive, they must embrace omnichannel retailing and also transform the one big feature internet retailers lack-stores- from a liability into an asset. They must turn shopping into an entertaining, exciting, and emotionally engaging experience by skillfully blending the physical with the digital. They must also hire new kinds of talent, move away from outdated measures of success, and become adept at rapid test-and-learn methodologies. A successful omnichannel strategy should not only guarantee a retailer's survival-no small matter in today's environment-but also deliver a revolution in customers' expectations and experiences [ABSTRACT FROM AUTHOR]

24. "The Revenue Streams of 2012"
Steve Smith, **Econtent**, December 2011, 2 pages.

The article discusses potential revenue streams related to technology, the Internet, and mobile device applications in 2012. The author suggests that revenue-generating ideas are influenced by application software and looks at inn-app payment, or freemium, models, sponsorship of digital content, and application software development. Other topics include the Demand Side Platform (DSP) sales model, the use of branded content in app, social media, and publishing, and technology platforms.

25. "Small Business Success Key to State's Employment Growth".
Sandy Mau, **South Carolina Business**, December 2011, 5 pages.

The article discusses how small business growth leads to higher employment rate in South Carolina. Douglas P. Woodward of Moore School of Business says that a study shows that small business was accounted for the two-thirds net job created in 2004-2008. James R. Pettit of the South Carolina Small Business Development Center (SCSBDS) that SCSBDS helps small firms who are starting their businesses.